

10-1958

Iowa Agriculturist 57.02

Pat Krauss

Iowa State College

Follow this and additional works at: <https://lib.dr.iastate.edu/iowaagriculturist>



Part of the [Agriculture Commons](#)

Recommended Citation

Krauss, Pat, "Iowa Agriculturist 57.02" (1958). *Iowa Agriculturist*. 58.
<https://lib.dr.iastate.edu/iowaagriculturist/58>

This Book is brought to you for free and open access by the College of Agriculture and Life Sciences at Iowa State University Digital Repository. It has been accepted for inclusion in Iowa Agriculturist by an authorized administrator of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.

IOWA *Agriculturist*

FOR FUTURE LEADERS IN AGRICULTURE

Volume 57, No. 2
October, 1958



FRESHMAN ISSUE

Iowa State Know-how Goes Abroad
Keep Your Books Like New

'We Have No Erosion. Our Land Is Level'



How often you've heard someone say that! It raises a question of who's kidding whom.

How about run-off? Put enough water on "level" land, and it will run somewhere. And when it runs, look out! Flatlands are not damageproof against moving water. (See picture.)

How about the effects of falling water? If a storm dumps an inch of rain on a piece of land, the water strikes with enough energy to plow the soil 10 times. This splash erosion dislodges (and more or less transports) tons of soil, if unprotected, even on level land.

How about soil structure? Beating

rains can destroy the desirable granular structure of a soil. They pack the soil—hard and tight.

How about puddling, flood water, or standing water? Too much water can be as bad as not enough, and surplus water usually finds its way down from the higher land—to the "flat" bottoms.

How about wind erosion? It's no respecter of level land either.

How about loss of seed, fertilizer, organic matter? Water can carry it away from level land, too.

No erosion on "level" land? Don't kid yourself! No matter what your topography may be, you must be constantly alert to the needs of soil maintenance.



JOHN DEERE
MOLINE, ILLINOIS

Meet the man who watches Moscow from Michigan Avenue



Jacob G. Tolpin, expert in the field of foreign scientific developments, often is consulted by leaders in academic, government and industrial enterprises.

He keeps tab on Russian scientific moves

WHAT are Russian scientists up to now?

Few people in America are better able to answer this question than a mild-mannered, unobtrusive man dressed like other business executives on Chicago's Michigan Avenue.

There is no cloak-and-dagger atmosphere surrounding Jacob G. Tolpin.

It has been the daily job of Mr. Tolpin since 1937 to keep track of Russian scientific advances. He is a key man on the staff of specialists at Standard Oil who analyze foreign technical journals and patents.

The primary purpose of this work is to keep Standard Oil research scientists informed of developments throughout the world. But the work has broader significance. Standard Oil furnishes important foreign technical data to nationally important bodies and to libraries, such as the Library of Congress. The knowledge gained from the foreign periodicals thus is made available to all.

Even the Russians admit, says Mr. Tolpin, that American knowledge of

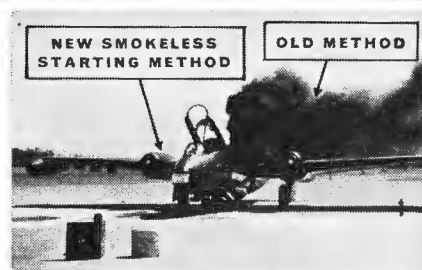
petroleum technology is superior to their own. Standard's research at Whiting and other centers has resulted in many important discoveries which have helped to make America supreme in the field of petroleum and to strengthen its defenses. In the last few years alone, Standard scientists have made outstanding contributions that have advanced America's missile program and its jet air defense.

Since our first laboratory opened 68 years ago, we have spent hundreds of millions of dollars to learn more about oil—how to find it, produce it, refine it and make it *more useful to more people than ever before.*

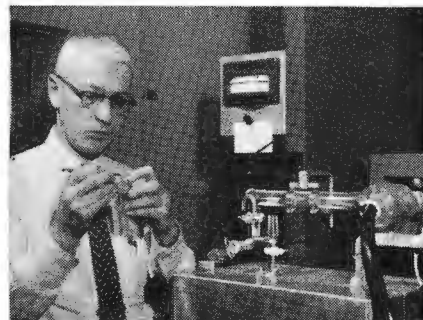
What makes a company a good citizen? One measure is the contribution a company makes to the economic and physical strength of its country. Through constant and intensive research, we at Standard have tried to make oil yield its maximum usefulness—both for civilian and military purposes. Steadily mounting efficiency also has helped to keep the price of oil and gasoline down.



To make oil more useful to more people than ever before, Standard Oil conducts extensive research work. This advertisement was published in Midwestern and Rocky Mountain newspapers to keep the public informed about the work Standard is doing in its laboratories.



America's jets now have a new, improved smokeless starter cartridge (being used in the engine above, left) as the result of a Standard Oil research development. The old method, on the right, was so smoky it made concealment impossible and also blocked fliers' views of the field.



Radiation-resistant lubricants for atomic power plants are under study in Standard's research laboratories. Seymour Meyerson, above, is engaged in pioneering work in this new field. He is an authority on the controlled shattering of molecules by electron bombardment.

STANDARD OIL COMPANY



THE SIGN OF PROGRESS...
THROUGH RESEARCH

TABLE OF CONTENTS

COUNCIL'S COLUMN

Norm Engle 2

WELCOME LETTER

Dean Andre 3

EDITORIALS

Joseph Beck 4

FARMER AND YOU

Ken Krause 6

KEEP BOOKS NEW

Wally Vegors 7

ISC OVERSEAS

Jerry Carlson 8

WHAT SHALL I DO

Jolene Stevens 10

Staff

Pat Krauss Editor

Bob Bucher Business Manager

EDITORIAL STAFF

Paul Crockett Managing Editor

Jerry Carlson Associate Editor

Jim Stayner Associate Editor

Eldean Borg Associate Editor

Ed Legg Photo Editor

Writers: Weston Ritchie, Jolene Stevens,

Norm Engle, Pat Krauss, Eldean Borg,

Ken Krause, Nick Pierce, Al Davison, Ty

Robinson, Jack Dallas, Jim Stayner, Doc

Walker, Paul Crockett, Jerry Carlson.

BUSINESS STAFF

Harold Clem Treasurer

Louis Thompson Advertising Manager

Bob Quayle Subscriptions Manager

Russell Bucher .. Breeder's Directory
Manager

John Hughes Credit Manager

ADVERTISING SALESMEN

Willis Anthony, Tom Issler, John Shover,
Wayne Chamberlain, Bob Bucher.

CIRCULATION

John Cotton .. Campus Circulation Mgr.

Gene Geadelman
..... Out-of-Town Circulation Mgr.

PUBLICATION BOARD

Faculty Advisor, Rodney Fox; C. R. El-
der, Roy Kottman, Pat Krauss, Bob Buch-
er, John Shover, and Duane Windhorst.

About the ... Cover



Gracing the cover of the *Agriculturist* this month is the charming and attractive Jo MacDonald who almost became "Miss America." The picture, taken by Lou Facto, is another example of the new four-color process developed here at Iowa State.

Miss MacDonald very kindly consented to place some flags on the "world" so that our readers might better know where various Iowa State graduates are working abroad. If you want the complete story behind these graduates turn to page 8 and the story written by Jerry Carlson titled "Iowa State Knowhow goes OVERSEAS."

Council's Column

by Norm Engle

Success is the word that best fits the outcome of the recent Harvest Ball. According to Union officials this was the second largest dance ever to be held in that building. Some 704 couples bought tickets and enjoyed the fine music and the new addition to the Memorial Union. The next major agricultural event is the Ag banquet scheduled for November 11. A surprise is planned for the guest speaker.

Member of the Agricultural College Magazines Associated. Published monthly except June, July, August and September, by students in agriculture at Iowa State College. Entered as second class matter at the post office, Ames, Iowa. Subscription rate: 1 year, \$2.50; 3 years, \$6.00. Outside United States; 1 year, \$3.00; 3 years \$7.50.

Photo Credits: Cover, Lou Facto; 2 Lou Facto; 6 *Iowa Farm Science*; 7 Wally Vegors; 8 Jerry Carlson; 10, 12 Weston Ritchie; 14 Pat Krauss.



October 1, 1958

Dear Freshmen in Agriculture:

Iowa State College is organized in such a way that it will provide facilities for a fine scientific and technological education for you. Here you will have an opportunity of associating with other young people from all parts of Iowa, from nearly every State in the Nation, and from half a hundred foreign countries. Yes, the citizens of Iowa have provided Iowa State with the facilities and staff necessary for a fine education. Whether you take full advantage of the opportunities depends pretty much on you as an individual. We sincerely hope you will be successful in your studies in Agriculture at Iowa State.

You probably know that this is a Land-Grant College. Each State has a state-supported institution of higher learning which is designated as a Land-Grant College, because a grant of public land was made to each State, which, when sold, yielded revenues with which to start such an institution. The Land-Grant Colleges came into being under the administration of President Abraham Lincoln. In each State they are organized to conduct research in the Experiment Station, to extend the knowledge to the people or citizens of the State through the Extension Service and to teach the students who come to the institution such as you have come to us this Fall.

Probably the most important reason why you are enrolled at Iowa State is the fact that you are concerned about the need to earn your own living. In this institution, a good bit of what you will learn will help you directly in making a better living. I am sure that you are also interested in living a more satisfying life. Some of the courses you will take are designed to develop your interests in Economics and Political Science. A well trained man is not only well informed, but he has achieved a consistent philosophy of life.

We would especially like to encourage you to take part in your Departmental Club. Each curriculum has its own club and participation in the affairs of that organization gives you an opportunity to get better acquainted with your teachers and advisers, as well as your fellow students who are planning the same type of life work as that you have planned. We believe, also, that you should get started working with the church group of your choice and we sincerely hope that you will take advantage of some of the lectures offered each year.

Each of you has an Adviser from your own Department. You are encouraged to visit with your Adviser in his office regularly, even if only to get acquainted. In several studies that we have made we find that the average number of visits of first-quarter freshmen to their Advisers is only two or three during the student's first quarter in College. It should be ten or twelve. By all means, take advantage of the help and counsel that you can receive from your Adviser.

Past experience has shown us that most individuals who are poor students, unenthusiastic about their work and about Iowa State and very often in scholastic trouble, are those who spend too much time away from the campus on week-ends. We would encourage you to not leave the campus more than twice during your first quarter here. It is important for you to make Iowa State your home community for the next four years.

You have our best wishes for a successful experience in the Division of Agriculture. Your Adviser, your Department Head and every staff member in the Division of Agriculture stands ready and willing to help you. If you put forth the necessary effort, we feel sure that you will profit from your studies here and will, upon graduation, be a real credit to yourself, your family, Iowa State College and your fellow citizens.

Best wishes for a successful undergraduate career.

Sincerely yours,

FLOYD ANDRE

Dean and Director



The following is printed by permission of Prentice-Hall, Incorporated, publishers of the best-selling book, "All About Men."

By Joseph H. Peck, M.D.

NOW YOU ARE in college. At the beginning of the semester, look over the professors with a calculating eye. You are drawn to the kindly soul or to the easy-going lecturer, but any wisdom you absorb will be forgotten the next day if that is your criterion. Don't do it. Pick out the worst double-eyed guy on the faculty. Sharpen your brain on a grindstone even though you don't enjoy the process. You'll learn more in his classes because you don't dare to come in unprepared, and what that man pounds into your skull will remain there.

I had one professor who followed Osler's teaching methods, which, briefly, were to blast the patient and his welfare, make a diagnosis, then sit back and watch nature's wonders.

All through his courses in physical diagnosis I soothed my tortured soul that once I had my diploma I would knock his nose back where his ears ought to be.

But, later, when the water began to get deep, I could see his ugly face staring at me across the patient, as if daring me to miss one little symptom or physical finding.

By the end of your second year in college you have a better idea of what your mission in life will be, and you may start specializing in your third year with that goal in mind. In any case, it's about time you started to evaluate your potential and try to match your desires with your abilities. It is time, St. Paul counseled, to "Put away childish things" and to ponder, like St. Peter, "What manner of person ye ought to be."

Study Your Heredity

Study your heredity so you will have a better understanding of the moods, tensions and latent abilities

within yourself. You are the sum total of your inheritance. Therefore, you should draw an inventory of your dominant and recessive characteristics. The result can be compared to a good herd book such as is used to keep the blood lines of bulls, horses, and dogs.

You may have to dig up the information yourself, but chances are some maiden aunt will gladly impart reams on the subject. However, she is likely to romance it up a bit and when you sum it up you may conclude you are a mixture of Socrates, Marco Polo, and George Washington. You will be lucky to get much dope beyond the second or third generation, but accurate pictures of them will be helpful, because they, too, are the sum total of their ancestors.

What you most want to know is their occupations, tastes in reading, leadership shown, and the willingness to accept community responsibilities.

If there were many alcoholics, guard yourself in the use of alcohol. If they were a sickly breed who died early, your insurance company would be happy to have the information and raise your rates accordingly.

My own family tree was somewhat cluttered with teachers, preachers, missionaries, and politicians. I started out with the ambition to reverse the trend and began my adult endeavors as a railroad man, but look where I wound up.

Analyze Your Parents

You must analyze your parents, and the way you were guided in your early years, for that, too, has a bearing on what you are to be.

Write up your parents in your private herd book, expressing your opinions of them at the moment. In future years, you may find some changes and discover that the old man was not the nut you supposed.

You'll have no trouble cataloguing your parents. You have been psychoanalyzing them since early childhood, else you would have suffered more lickings than you did. You'll discover later that their natures will explain many peculiarities in your own progeny, for parents are merely the hosts of the cells that form in your body and brain. You, too, are the connecting link between your parents and your offspring.

Sex glands and cells which were part of you when you were born lie dormant until you fuse them with those of your wife. Your bodily makeup may resemble one or both of your parents, but more often will be a fusion of both strains.

The blueprint you make for your guidance must be down on paper and it should not be seen by any eyes but yours.

Like any other romantic literature your notebook, or blueprint, will be flat without girls. Describe your ideal wife. You'll never get her, but neither will you be satisfied with her opposite. Think about the home you hope to provide for her.

My dream was of a blue-eyed blonde in a yellow brick house with a big porch across the front, and Dorothy Perkins roses climbing over everything.

I got a red brick house with practically no porch, a brown-haired wife, and mildewed roses—but at least my wife had blue eyes.



Some Leading Iowa Livestock **BREEDERS**



DAIRY CATTLE

PUREBRED DAIRY CATTLE ASSOCIATION
Bill Maynard, Secretary
1930 Hawthorne, Waterloo, Iowa

Ayrshires

IOW AYR FARM
Howie Lang and Sons
Brooklyn, Iowa

IOWAYSIDE FARM
Mr. and Mrs. F. L. McHone
Stockton, Iowa

PLAINVIEW DAIRY FARM
Howard Mackey and Son
Olin, Iowa

Brown Swiss
BRIGHT'S BROWN SWISS
Ralph Bright
Eldora, Iowa

MEADOW VIEW FARM
Clyde and Bernard Monson
Gowrie, Iowa

JOHNSON'S SWISS FARM
Martin Johnson and Sons
Terril, Iowa

Holsteins
HAWKEYE DAIRY FARM
Ronald Chapman
Ruthven, Iowa

HOME OF IOWA CAR-NATION FRIESIANS
M. J. Lein and Son
West Des Moines, Iowa

ILLIANNA HOLSTEIN FARM
Alfred M. Paper
Stockton, Iowa

Jerseys

EOGENE JERSEY FARM
E. J. Scala
Tama, Iowa

HAROLD R. MASSEE AND SON
Nashua, Iowa

LYON JERSEYS
Earl L. Lyon and Sons
Toledo, Iowa

Guernseys

STEDE WELL FARM
Harry and Robert Lage
Davenport, Iowa, Route 3

Milking Shortborn
CLAMPITT FARMS
New Providence, Iowa

McKEE FARMS
Carlisle and Indianola, Iowa

BEEF CATTLE

Angus

PRAIRIE PARK FARM
H. H. Groff
Fairfax, Iowa

EVAN SAGE
Route 3, Waterloo, Iowa

Herefords

GOEDEN ASTER HEREFORDS
E. O. Johnson and Sons
Milford, Iowa

BLANCHARD AND KRACHT
B. E. Blanchard and Son
3½ Miles S. E. Chariton, Iowa

ENGLISH VALLEYS HEREFORD FARM

Leo Bucher and Sons
South English, Iowa

ROMBERG HEREFORDS
D. C. Romberg & Son
Keota, Iowa

Polled Herefords

CURRAN STOCK FARMS
Leigh R. Curran
Mason City, Iowa

SHEEP

Corriedales

BLANCHARD AND KRACHT
B. E. Blanchard and Son
3½ Miles S.E. Chariton, Iowa

EVAN SAGE
Route 3, Waterloo, Iowa

KEN-RU FARM
Ken and Ruth Wagner
West Liberty, Iowa

Suffolks

BLANCHARD AND KRACHT
B. E. Blanchard and Son
3½ Miles S. E. Chariton, Iowa

SWINE

Chester White

ED HARMS AND SON
Behind the Amber Creamery
Amber, Iowa

ELSON'S CHESTER WHITES
Lloyd Elson and Sons
Bondurant, Iowa

Between the FARMER . . .

By Ken Krause



W E AMERICANS enjoy the most plentiful, attractive, and varied supply of food and clothing found anywhere in the world. And we are privileged to buy it in more forms, in handier packages, and in more convenient places than people any place in the world.

Farm products rise a great deal in value as they move from their "raw" state on the farm to our breakfast table. This is due to the cost of marketing services required to get them to us. On the average, the cost of such services make up more than half of the price we as consumers pay for farm products.

Because farming is necessarily a highly specialized business, farmers have become specialists in producing crops and livestock in the areas of the country best suited for production. We could, for instance, produce bananas in Iowa, but the cost of production would be so high that it is much cheaper to purchase them from areas of lower production costs. In addition Iowa farmers have the know-how for corn and hog production, not banana production.

Market System Needed

Since most of the products that are on breakfast tables in America are not produced where they are consumed, a complicated system of marketing is required to properly disperse them. This marketing process is part of the industry of agriculture. It involves assembling, transporting, grading, processing, packaging, storing, wholesaling, retailing, financing, and many other essential services.

All of these marketing services add to the price of food and clothing. Just as research has worked wonders on

the production side of agriculture, it can and is solving the problem of holding down costs, reducing waste, expanding market outlet and creating greater efficiency in the marketing of farm products.

Results of marketing research reveal that in 1956 consumers spent some 53 billion dollars on food, nearly 35 billion of which went for marketing services. Between 1940 and 1956, the cost of marketing food increased by 25 billion dollars. Thus, it is easy to see that the marketing end of the agricultural industry employs more people and accounts for more consumer dollars than does the production end.

Population Will Rise

Population experts expect some 200 million American consumers by 1975. Present trends indicate a need for 45 percent more food by that time. This points to the need for an expanded and more efficient marketing system to handle the increased volume.

To meet this challenge, our marketing system needs modernizing in many places. Spoilage needs to be reduced in market channels. New products and by-products need to be developed. Faster and less expensive methods will have to be devised, as well as increased mechanization of marketing processes.

Quality is one of the major keys to success in marketing of farm commodities. It affects prices, sales volume of marketing, and the consumer's decision to buy or not to buy a particular product. But quality is an elusive thing. The quality of a product may be high at the time of harvest by the farmer, but be greatly re-

duced by the time it goes through the marketing chain.

Here, research scientists are concerned with three major areas of study—all related to the quality of farm products in the marketing process, and to reducing spoilage; (1) Developing methods for preventing and controlling insects and microorganisms that attack farm products in marketing channels. (2) Avoiding damage and spoilage by finding improved methods of handling, packaging, and holding products in storage, transit, and distribution. (3) Finding ways of measuring quality in agricultural products that lead to better and more accurate grading.

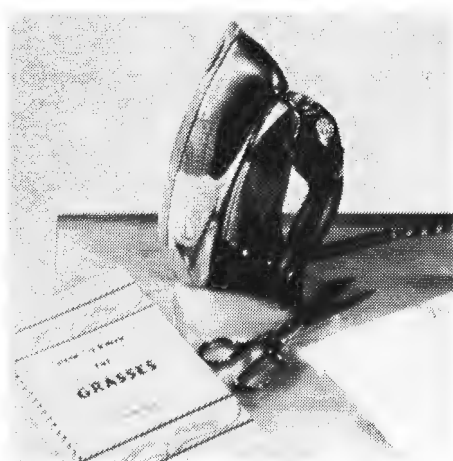
Both farmers and consumers are concerned about the widening spread between prices received by farmers and prices paid by consumers for food and clothing. Farmers are more dependent than ever on marketing services to process, transport, and sell their product. An efficient marketing system can mean much to the well-being of both the farmer and the consumer.

and YOU





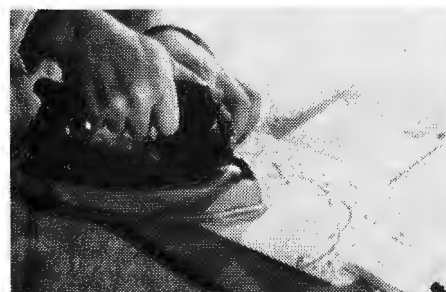
Cover the plastic with the cloth or paper. If this is not done the plastic will melt and stick to the iron. Set the iron on "silk" or "rayon" and press gently. The plastic surfaces will now be welded.



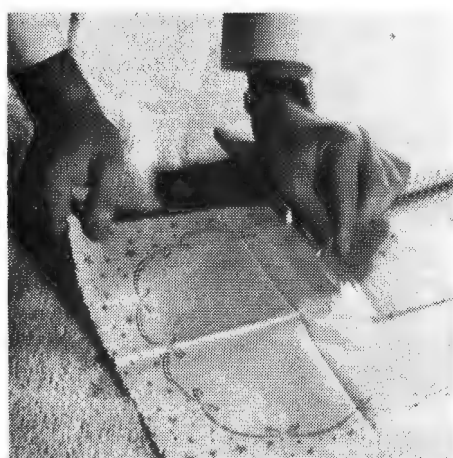
A surface to press on, scissors, an iron, plastic tape, some thin paper on cloth, and a plastic bag is all that is needed to make a durable cover for that field book you want to keep like new.



When the plastic has been properly welded with the heat from the iron both above and below one cover, fold this section over the cover as is shown in the above illustration.



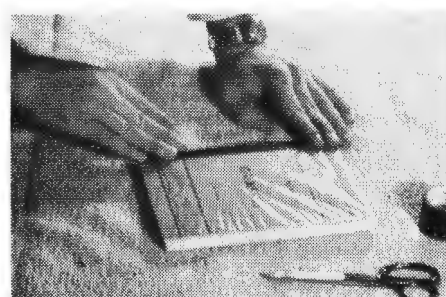
Using the iron once more, weld the folded sections together, shielding the plastic from the iron with the cloth or paper, as was done before. One cover of the book is now completed.



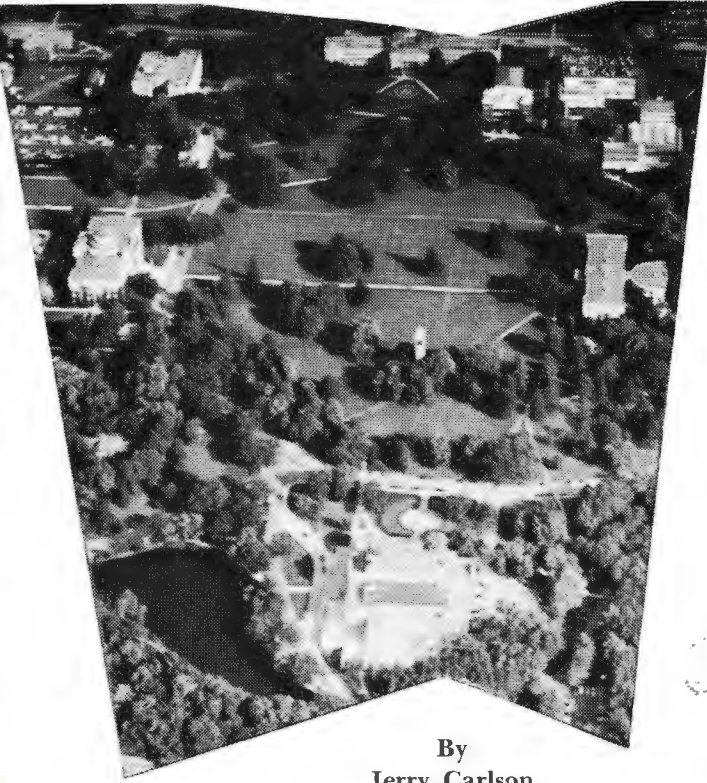
Cut the plastic so that there is a generous amount of the material left to overlap when the book lies open. After doing this, fold the ends in as you would do with any other book cover.

KEEP your BOOKS like NEW

By Wally Vegors



The other cover is done in exactly the same way, with one hitch. Be sure to make an allowance for closing the book. A strip of tape, as shown, will protect the plastic from the metal spiral used in binding.



Iowa State Know-how goes OVERSEAS

*Trained here, you may qualify
for some of the world's toughest,
most fascinating jobs.*

By
Jerry Carlson

A MODERN NEW farming community will soon rise out of ten thousand steaming acres of Philippine Island jungle. At its center, an agricultural station, school, church, and medical center form a hub.

This project is being tackled by a far-sighted organization called "Promise, Incorporated," founded by Dr. Pak-Chue Chan of the ISC College Hospital. Teams of Americans will help build this community. Two Iowa State students have applied. When completed, Filipinos will take complete charge.

Building these modern farms is an example of how Iowa State staff and graduates are using their technical knowhow overseas. They're helping ambitious—yet poverty-laden—young

nations toward a richer agriculture. Several men and women from this campus are on either short-term or career government programs. And overseas students studying on this campus return home packed with ideas. They modify ISC techniques to fit their own situations. Last spring 215 students from outside the U. S. enrolled here, many of them in agriculture.

Some of the coffee trees on the "Promise, Inc." farms may be mild, rust-resistant "Arabica," which ISC botanist and plant pathologist Dr. C. S. Reddy helped develop. State 4-H leader G. A. Lineweaver left Curtiss Hall on the Iowa State campus to advise the Philippine 4-H program. He now bounces over rutted moun-

tain roads in battered buses, talks with new leaders, helps plan conventions—all with the purpose of helping eager Filipinos help themselves.

A live-wire of the Iowa Extension Service, Harry E. Codlin, is with the U. S. Operations Mission in tiny Laos in Asia. Harry and his nut-brown Laotian friends imported purebred Berkshires to "upgrade the native mongred, Chinese-origin hogs." He writes, "We hope to start the construction of a central hoghouse. It will be an assembly of six modified, three-pen, Iowa shed-type hoghouses." The fun he's having is summed up: "I'm now an honorary member of the first Laos 4-H club."

India and Thailand

Iowa State College Plant Pathologist and veteran overseas technologist Edgard F. Vestal has been in both India and Thailand. He did research on control of a beetle destroying Thailand's coconut trees, then established definite projects for pest control.

Former Floyd County Extension Director George Ramsey suddenly became the agricultural adviser for an entire province last year when he landed in Iran. "My job is advising the extension staff on setting up an extension service similar to what we have in the U. S." It's complex—the crops vary all the way from watermelons and sugar beets to cotton and corn. He and his wife, Joan, write, "It may be a lot of work, but I



Ted Doty graduated last spring in Foreign Trade. He plans an overseas career, probably in South America. He traveled Europe and the Near East on a Student tour; was an International Farm Youth Exchangee to Nicaragua.



Dr. Pak-Chue Chan interested Iowa State students in the idea of a non-profit organization to aid under-developed countries. Last month he returned from the Philippines, where "Promise, Incorporated" model farms will be built.



wouldn't trade this experience for a million dollars!"

A 10-year-old democracy, India is straining to make up for 3,000 years of filth, flies, caste, and ironclad custom. It would take thousands of ISC technicians and extension people to fill the educational demands of her growing 380 million population. Only half the 600 thousand villages have been touched by the new extension program. Per capita income is 17 cents a day.

Dean Emeritus of Iowa State's graduate college R. E. Buchanan traveled India studying agricultural problems. He and his group made 130 recommendations, which are now being carried out. In a personal visit to India, I saw steel bullock-drawn plows and cultivators that you would call antique being made in an Allahabad factory. But they're best for present Indian resources. A steel plow turns the soil over, instead of merely

scratching it like the wooden one above. Indians say a new type of cart wheel, bullock-powered generator and irrigation pump, and long-lasting brick will have more effect on India than ten American "Explorer" satellites.

Iowa State men and women are hammering out these inventions and techniques—elbow to elbow with our friends in young nations with growing pains.

WHAT SHALL I DO?



Iowa State freshmen soon learn the necessity of late hours, studying, books, and more books. Then after studying harder than ever before they wonder, "What will he ask tomorrow?"

By Jolene Stevens

Approximately 2,600 freshmen are starting their college careers this fall quarter at Iowa State. Soon after classes start students find problems arise faster than the answers. This month, the AGRICULTURIST pictures some freshmen discovering college life. Their comment, "What shall I do now?"

(continued on page 12)



Dates are a very important part of every freshman's life, and it is here the telephone proves its social value. "Sure, I'll go. What time? I'll be ready."



AGRICULTURE STUDENTS

HELP YOURSELF
TO HIGHER GRADES
WITH
COLLEGE OUTLINE
REVIEW BOOKS

*

NOW IN SEASON

I.S.C. Sweatshirts
and Jackets
White and Colors

\$2.98 — \$4.95

STUDENT
SUPPLY STORE
SOUTH OF CAMPUS · OPEN EVENINGS

RYERSON'S STAG CLOTHING

226 Main

Ames

Headquarters For
Nationally Advertised
WORK CLOTHING

LEE and KEY BRANDS
WESTERN WEAR

SEND CLOTHES

to

COLLEGE CLEANERS

Agent for Jay's Laundry

Pickup and Delivery

CE 2-7730

136 Welch

Your PHOTOGRAPHIC HEADQUARTERS

Film & Finishing
for Black & White & Color
Flash bulbs — Albums
Cameras — Projectors
Movie Equipment

*"Installment payment plans
Tailored to suit you"*

Photo Dept. AMES STATIONERS

238 Main

CE 2-4161

ENQUIST'S Family Style

Famous For

*Chicken Dinners
and
Steak Dinners*

The Breese House

Highway 69, Ankeny, Iowa

Phone WO 4-4491

The Broiler

Highway 30 West, Ames, Iowa

Phone CE 2-2202

Parties and Banquets
a Specialty

*Get Your Homecoming Supplies and
Other Building Needs*

AT

Schoeneman Bros. Co.

*Lumber — Hardware
Bldg. Materials — Paints*

TEL. CE 2-2372 AMES, IOWA

Bill Allen, Mgr.

TOM'S GRILL

for

Pizza

and Foods You Choose

DOWNTOWN AMES

WEST STREET GROCERY

2902 WEST STREET

2 BLOCKS FROM WESTGATE

Open 7:30 - 9:00 Daily
9:00 - 9:00 Sundays

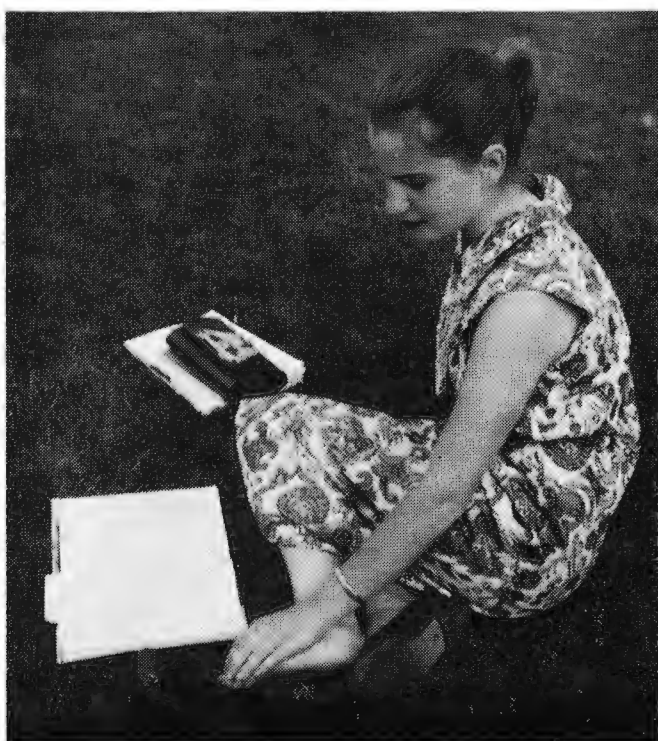
What Shall I Do?



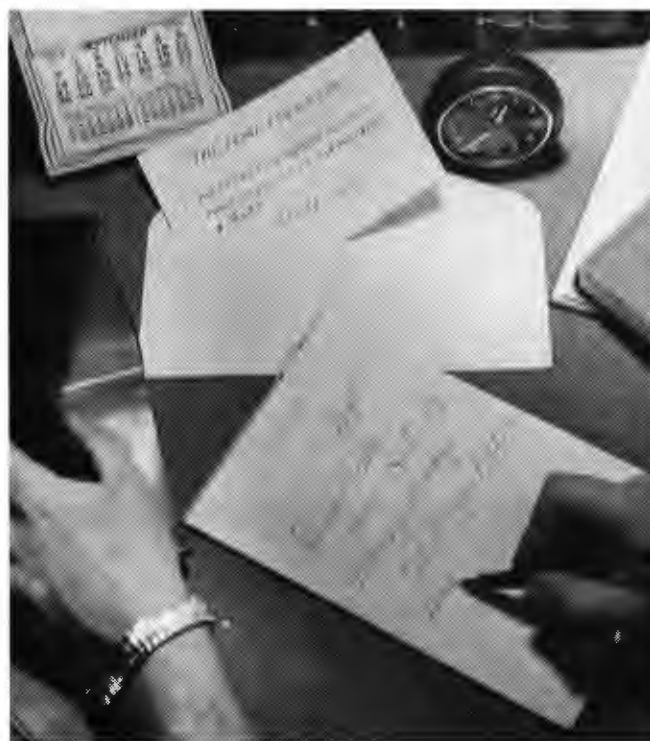
One of the biggest problems for both students and the campus police is that of parking. Not too many years ago there was a time when all of the student and faculty cars could be parked on campus. With an increasing enrollment and more

students bringing their cars to college, parking facilities are just not available to all those who want them. Consequently, a student often times has a hard time finding a place to park on campus, or many times there just doesn't seem to be any

place but the no-parking zones. Freshmen are encouraged, by college officials, to leave their cars at home as the students soon find, after classes start, studying takes up most of the time. Many students do try to park illegally and usually get a ticket.



Iowa State is reported to have one of the more beautiful campuses in the country. Even with a stepped-up building program the general design and architecture of the campus has been preserved. It also happens that students soon find that it's a pretty long walk from one end of the campus to the other and for the first few weeks of classes tired feet are not unusual.



Freshmen as well as upperclassmen sometimes forget that they should write home every once in awhile to let their parents know how school is going and what other interesting things are happening. Of course, when a student finds he's a little short of that necessary evil—money—parents are likely to find a letter from their son or daughter the next day. "How about a small loan?"

*Party Clothes
Win the Prize*

... if they've had
our Sta-Nu Finishing

STA-NU-
for:

*Color Richness
Cashmere Softness
Wrinkle Resistant
Quality that lasts!*

At no extra cost

Ames Pantorium
DIAL CE 2-4302

YOU WON'T FIND A POT
OF GOLD AROUND THE
RAINBOW
BUT YOU WILL FIND
A TREASURE OF
GOOD EATING.

*The place to take your
Homecoming guests*

**RAINBOW
COFFEE SHOP**

301 Main

Palmer Plumbing Co.

Plumbing — Heating

QUALITY REPAIR SERVICE

Ph. CE 2-2253 108 Hayward

*We Need Your
Head In Our
Business*

ED'S BARBER SHOP

117 WELCH AVE.

It's Time For

Cool Weather Foods

Delicious Chili, Hamburgers

Hot Chocolate

MAKE THIS YOUR
CAMPUSTOWN MEETING PLACE

L-WAY
FAMOUS FOR FINE FOOD

YOUR 'Student Voice'
in Agriculture is the
IOWA AGRICULTURIST

The magazine written for students, their families, and their friends. Why not fill out the subscription blank below for some well-deserving friend. It makes a wonderful gift. Clip and mail the coupon to the Iowa Agriculturist, Press Building, Ames, Iowa.

SUBSCRIPTION RATES

One Year \$2.50

Three Years \$6.00

Name _____

Address _____

City _____

AUTHORS' CORNER—

Much of the *Agriculturist's* success during the past four years can be accredited to Ken Krause, a graduate student in economics. Ken has been writing and doing photography work for this publication since he came to Iowa State as a freshman in 1954.

Although Ken majored in farm operations as an undergraduate, his enthusiastic interest in journalism activities brought him our way at an early age. He was only a freshman when the *Agriculturist* published his first story. Since that time he's hardly missed an issue without contributing a story or some photography work.

To many, Ken is just another hard working student who excels in other interests as he finds time, but there's more to it than this. Ken's sincere desire toward education has kept him at the books ever since he entered Iowa State. This spring he hopes to complete his Masters degree, just four-and-one-half years after he graduated from high school at Storm Lake.

born in Shenandoah, Iowa on a farm and is 21 years old.

This year the *Agriculturist* is fortunate to have with it two Iowa State coeds, both sophomores in Agricultural journalism. They are Sandy Cruickshank and secondly, Jolene Stevens who is starting her second year on the *Agriculturist* staff. Last year Jolene, when only a freshman, wrote several horse articles for the magazine. Jolene's story, "What Shall I Do," appears in this issue. It is centered around problems that confront many freshmen men and women when they first arrive at Iowa State. Outside of journalism activities, Jolene finds time for other interests; horseback riding is her biggest weakness, but Veishea and Homecoming play an important part too. Last year was the first time in several years that a woman has served on the staff of the *Agriculturist*.



Acting as the *Agriculturist's* head photographer for the next two months is Weston Ritchie, a junior in farm operations. This is Weston's second year on the *Agriculturist*, and judging from his previous work, it promises to be a bright one. Weston first got started in journalism activities last spring quarter when he assisted our head photographer, Ed Legg, who is now practice teaching in Des Moines.

In this issue Weston handles the photography work for the story written by Jolene Stevens—"What Shall I Do?" So well has Weston's knack for photography developed, he has very quickly become one of the *Agriculturist's* major assets.

Although photography is his major hobby, Weston has also found time to serve on the executive council at Alumni Hall where he has resided for the past year. His other activities include working with the Farm Op Club. Weston was born on an Iowa farm just outside of Marathon. He is 20 years old.



A senior in agricultural journalism is Jerry Carlson, the writer of this month's story about "Iowa State Knowhow goes OVERSEAS."



A well versed traveler, Jerry spent 1956-1957 in Asia where he studied agricultural conditions as an exchange student. During part of this time, he was employed by a radio station in the Philippines. Although Jerry is a member of Farm-house fraternity, he's found time for other interests, most of them centered around journalism. At the present time, Jerry is a reporter for the Ames Tribune, a member of the Bomb Publication Board, and an associate editor of the *Agriculturist*. He was

In Next Month's Issue

POULTRY DRESSING . . . As Thanksgiving approaches students turn their minds more and more away from the books and concentrate on what their stomach would like to have on that last Thursday in November. Appetizing ways of fixing various fowl will be illustrated in this story written by Harold Kinsch.

AGRICULTURAL BUSINESS . . . This month's job opportunity story will discuss the various facets of agricultural business as a vocation. This field has steadily grown in recent years and Jim Stayner will tell readers why and also discuss some of the advantages and disadvantages.

FARM HOME DECORATIONS . . To give our women readers something to think about, Sandy Cruickshank, the newest member of the *Agriculturist's* staff, will present some very appealing ways of dressing-up the home during the holidays.

HOME MADE CORN DRYER . . . A member of the agricultural engineering staff has made his own corn dryer. There seems to be some controversy as to whether drying has much of a future left in agriculture or whether silage is the thing. Ty Robinson will give us some inside information about this issue.

How Funk's-G fits into your career in Agriculture



Don McGillivray, '50, helps develop great new hybrids for Iowa

Don McGillivray grew up on a farm near Muscatine, and majored in agronomy at Iowa State College.

Now Don is based at Belle Plaine; a vital man on a team of geneticists charged with improving corn in the "Corn State," and all over the world. Don's responsibilities include corn breeding at the giant Funk's G-Hybrid

Field Laboratory, as well as in over 100 outlying Iowa research fields. The Funk's-G organization is proud of Don and his Iowa State background.

Drop in and visit with Don sometime. He'll be pleased to show you what he's doing—might give you some new slants on *your* future work.



FUNK'S G-HYBRIDS

FUNK BROS. SEED CO.

Belle Plaine, Iowa

DEVELOPED BY WORLD-WIDE RESEARCH AND GROWING IN U.S., CANADA, ITALY, SPAIN

Don't Sweat It . . .

A Marine lobster merchant received an urgent telephone call informing him that the body of his mother-in-law had been cast up by the tide with a lobster firmly attached to each toe. When the Coast Guard asked, "What'll we do with the body?" he answered, "Sell the lobsters and set her out again."

* * *

A Carolina mountaineer cornered a young sprout one evening and demanded, "See here. You been a courtin' my daughter for three years. You got to tell me about your intentions. Be they honorable or dishonorable?" The young sprouts face brightened visibly. "You mean I got a choice?" he asked.

* * *

"I defy you," thundered the sales manager, "to show me one order that advertising ever put on our books."

"I will promised the ad manager, just as soon as you can show me a single load of hay that the sun ever put in a barn."

* * *

A city feller who didn't know the front end of a goat from a magnolia bush was watching his week-end host's daughter milking her cow when a farm hand hollered, "Cheese it, here comes the bull!"

The city feller vaulted a fence for safety, but noted to his surprise that the girl never budged from her stool. Furthermore, the bull brought up abruptly, snorted almost apologetically and meekly retreated to his enclosure, "Weren't you petrified?" demanded the guest. "Not me," said the daughter, "but the bull was. This cow's his mother-in-law."

* * *

"Why do you keep reading your Bible all day long?" a youngster demanded of his aged granny. "Honey," she explained, "you might say I was cramming for my final examinations."

The wife of a certain Agricultural teacher bought a parrot only to learn that it cursed everytime it said anything. She put up with it as long as she could, but one day she lost her patience. "If I ever hear you curse again, I'll wring your neck," she said.

A few minutes later, she casually remarked it was a fine day. Whereupon the parrot said, "It's a hell of a fine day today!" The lady immediately took the parrot by the head and spun him around in the air 'til he was almost dead. "Now then," she asked, "it's a fine day today, isn't it?"

The parrot sputtered, "Fine day?

Where in the hell were you during the tornado?"

* * *

A professor who comes to class late is rare;

In fact, he is in a class by himself.

* * *

He kissed her in the garden,
It was moon-lit night.
She was a marble statue
He was a little tight.



FOR YOUR ENJOYMENT

BOWLING

SOFTIES

BILLIARDS

BRIDGE

PING PONG

SOCIALIZING

Ted Heath Concerts — Oct. 20

Club 2000 — Oct. 31

Be sure to attend the

Homecoming Dances

SEE YOU AT

MEMORIAL UNION



The day you buy a spreader

You'll look at a lot of spreaders. You may try a lot of spreaders. You'll talk a lot about spreaders.

But on the day you buy, it's almost certain to be a NEW IDEA.

You'll look at a lot of spreaders and find that a NEW IDEA looks huskier, looks rugged, looks more like it was built to last.

You may try a lot of spreaders, and find that a NEW IDEA shreds the manure finer, spreads it wider and more evenly.

You'll talk a lot about spreaders—maybe with your dad, your uncle, or the neighbor down the road. They'll tell you what you've already found out for yourself. A NEW IDEA spreader is the best there is.

So the big day comes, and you buy a NEW IDEA. On that day, you'll be the proudest farmer in your county. You'll have mighty good reason to be, too.

*Write for free illustrated literature on the full line of NEW IDEA spreaders.
Remember, more farmers use NEW IDEA spreaders than any other make.*

NEW IDEA FARM EQUIPMENT CO.

DIVISION **Arco** DISTRIBUTING CORP.,

Coldwater, Ohio